

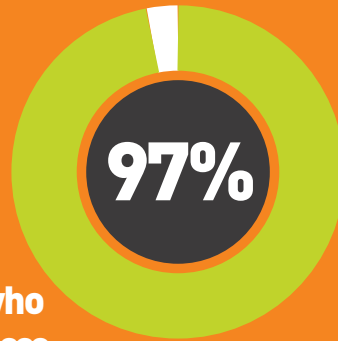
FLAVORS

Flavors play a significant role in drawing youth and young adults to tobacco products.

Fruit and candy flavors are designed to appeal to youth tobacco users and are found in many tobacco products.



81% of youth who ever tried tobacco chose flavored tobacco as their first tobacco product.



of youth who vape use flavored products



By the end of 2020:

331

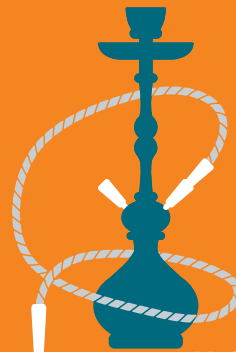
localities had some type of restriction on flavored tobacco products

106

had comprehensive bans on menthol products

Sales restrictions

on all flavored tobacco products, including all types of menthol products, are gaining momentum at the local and state level.



2.93M

U.S. middle and high school students used a flavored tobacco product in 2020.

